

PRESS RELEASE

June 5, 2017

# Apple unveils all-new App Store

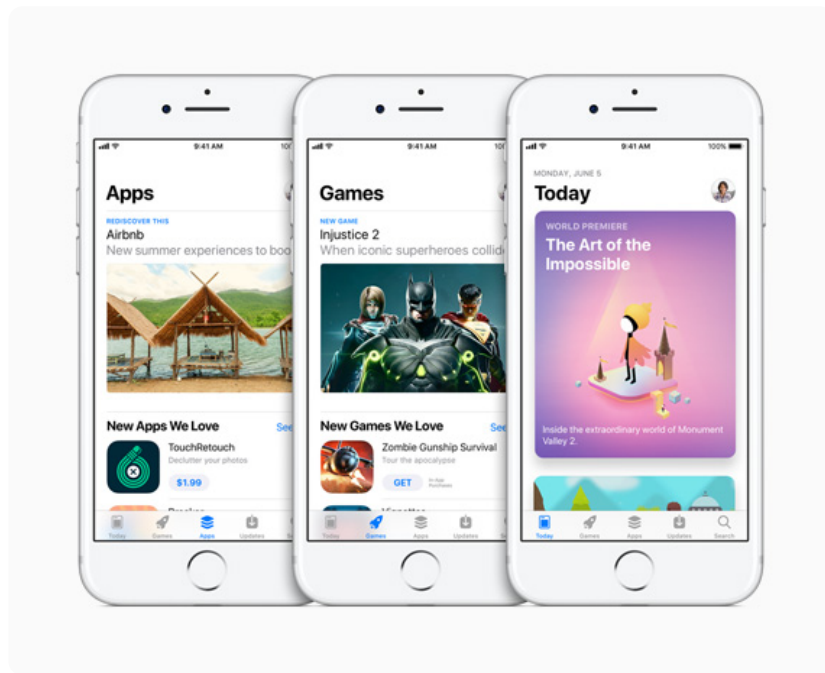


Beautifully Redesigned, All-New Today, Games and Apps Tabs Packed with Original Stories and Editorial

The beautifully redesigned App Store is packed with original stories, updated daily in a new Today tab. It also features new Games and Apps tabs.

San Jose, California — Apple today unveiled the all-new App Store, designed from the ground up to make discovering apps and games easier than ever before. The beautifully redesigned App Store is packed with original stories and editorial, updated daily in a new Today tab, as well as new Games and Apps tabs. Compelling stories, in-depth interviews, helpful tips and collections of must-have apps and games will showcase Apple's unique perspective and aim to inform, help and inspire customers every day. App Store customers have now downloaded more than 180 billion apps and Apple has paid out [over \\$70 billion to developers](#) since the store launched in 2008, making it the most vibrant software marketplace in the world.





More than 180 billion apps have been downloaded from the App Store by its 500 million weekly visitors.



"Together with our incredible developer community, we've made the App Store the best app platform in the world, and more than 500 million unique customers visit it every week," said Philip Schiller, Apple's senior vice president of Worldwide Marketing. "Now, we are taking everything we've earned from the App Store over the past nine years and putting it into a stunning new design. Every element of the new App Store is richer, more beautiful and more engaging."

## Today



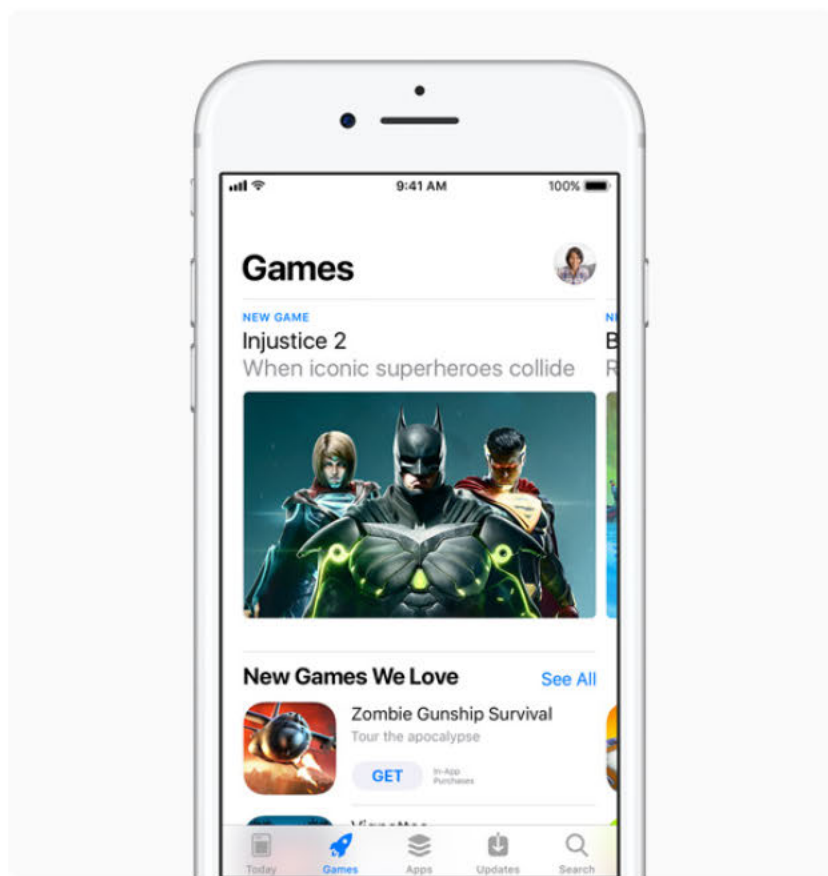


The App Store is packed with original stories and editorials updated daily in a new Today tab.



It all starts with the Today tab, a daily destination all about games, apps and app culture. Through in-depth features and interviews filled with beautiful artwork and videos, the App Store's global team of editors will share the stories behind the apps and games that change the way we live and the developers whose ideas push and shape the world as we know it. Today will feature exclusive premieres, new releases and a fresh look at all-time favorites, as well as recommended tips and how-to guides to help customers use apps in innovative ways.

## Games and Apps

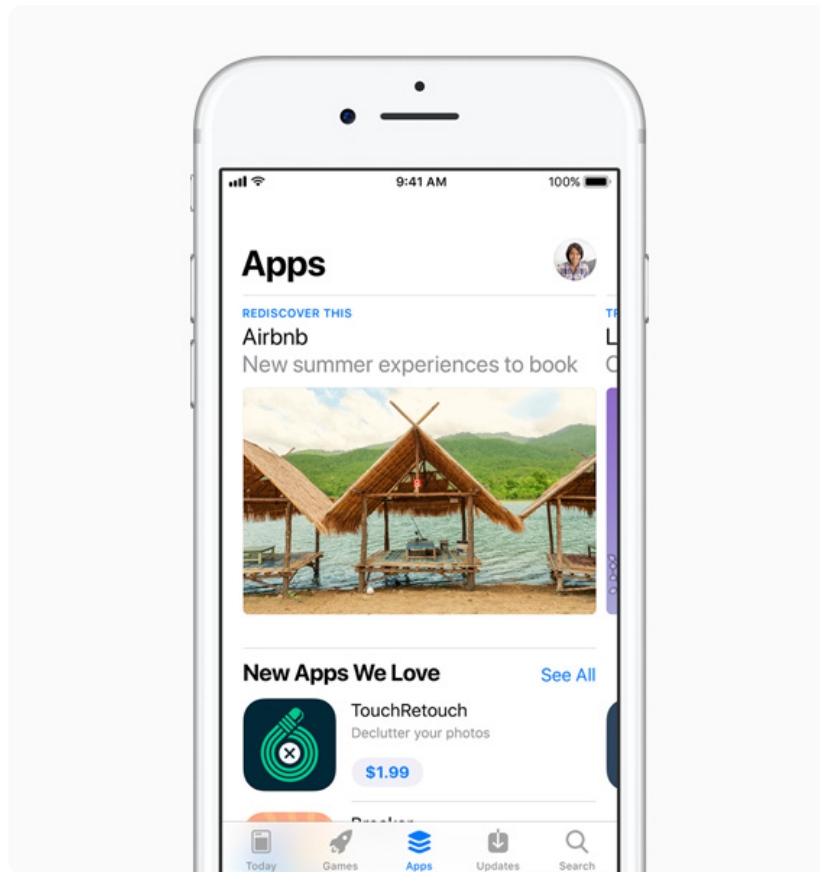


Games is the most popular category on the App Store and now has its own dedicated home.



Games is the most popular category on the App Store, and with the new design there will now be a dedicated home just for games. It will feature recommendations of new releases and updates, compelling

videos, top charts just for games and hand picked collections. It's now easier than ever to navigate the over half a million games available, and find the perfect game for everyone from the casual player to the hardcore enthusiast.

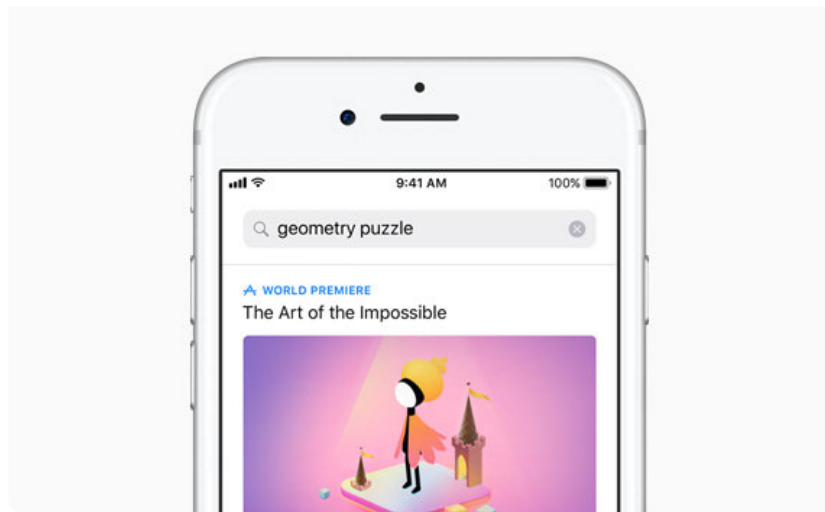


The Apps tab includes great recommendations, videos, handpicked collections and categories, and its own app charts.



Apps will also have its own tab, bringing customers everything they use, need and enjoy, from photography to money management, shopping to social networking and more. Just like the Games tab, the Apps tab will have great recommendations, videos and hand-picked collections across 24 categories, as well as its own app charts.

## Updates and Search

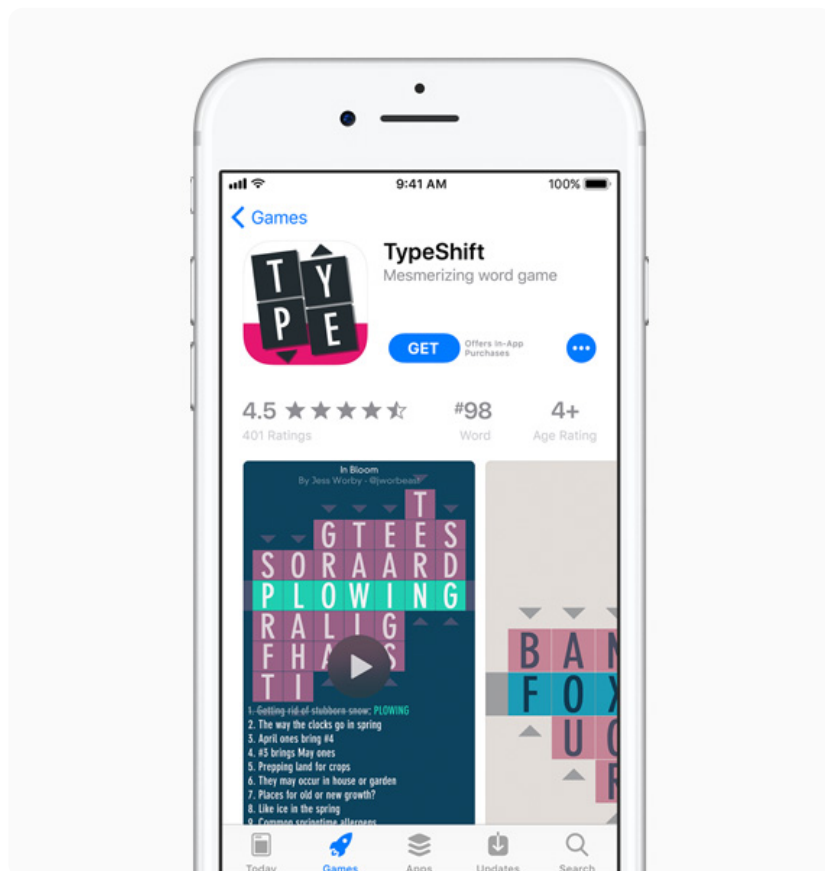


Search has been enhanced to include the editorial content found in Today, Games and Apps.



The Updates tab will allow customers to quickly see what has changed in their favorite apps and games with the latest update, and Search has been enhanced to include the editorial content found in Today, Games and Apps. Search by name, category, developer or topic, and you'll receive relevant results for specific apps and games, as well as editorial stories, collections and in-app purchases.

## App Product Pages



App e has redesigned app product pages to spot ight more engaging content and put the most important information front and center.



The home for every app on the store is its app product page. App e has redesigned the experience so that a deve opers can spot ight their apps with more engaging content, putting the most important information front and center for the customer making a down oad decision. Deve opers can submit up to three video app previews and five screenshots, which can now be oca ized so a customer in any country can have a customized version of the video. Acco ades inc uding Editors' Choice and chart position wi be high ighted, as wi in app purchases and customer ratings and reviews.

## In-App Purchases

App e is a so making in app purchases more discoverab e on the App Store. In app purchases wi show up on an app product page and in search resu ts, and editors can feature them in Today, Games and Apps. Customers can now start their in app purchases on the App Store and be taken direct y into a deve oper s app or game to comp ete the purchase.

## Availability

The a new App Store wi be inc uded with iOS 11. The deve oper preview of iOS 11 is avai ab e to iOS Deve oper Program members at [deve oper.apple.com](https://developer.apple.com) starting today, and a pub ic beta program wi be avai ab e to iOS users ater this month at [beta.apple.com](https://beta.apple.com). iOS 11 wi be avai ab e this fa as a free software update for iPhone 5s and ater, a iPad Air and iPad Pro mode s, iPad 5th generation, iPad mini 2 and ater and iPod touch 6th generation. For more information, visit [apple.com/ios/ios-11 preview](https://apple.com/ios/ios-11-preview). Features are subject to change. Some features may not be avai ab e in a regions or a nguages.

### Photos of the new App Store

[Download all images](#) 

App e revo utionized persona techno ogy with the introduction of the Macintosh in 1984. Today, App e eads the wor d in innovation with iPhone, iPad, Mac, App e Watch and App e TV. App e's four software p atforms iOS, macOS, watchOS and tvOS provide seam ess experiences across a App e devices and empower peop e with breakthrough services inc uding the App Store, App e Music, App e Pay and iC oud. App e's more than 100,000 emp oyees are dedicated to making the best products on earth, and to eaving the wor d better than we found it.

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